



News Release

Wholesale Success with Produce Workshops

*By Itollems on Wednesday, December 19, 2012* January 4, 2013 at Beltrami Electric Co-op, Bemidji

Join Atina Diffley, former co-owner of Gardens of Eagan and now official WholesaleSuccess trainer, for a day-long workshop devoted to learning about wholesale marketing and post-harvest handling of fruits and vegetables: cleaning, cooling, packing, storage, transport, sanitation, and more! Atina draws on her decades of experience in large-scale vegetable production and marketing to provide operators of produce farms of any size with useful, practical, profit-making guidance on how to achieve the highest quality produce for sale.

Workshop attendees will receive a free copy of Wholesale Success: A Farmer's Guide to Selling, Post-Harvest Handling, and Packing Produce, published by FamilyFarmed ([www.familyfarmed.org](http://www.familyfarmed.org)). Normally a \$55 value, this 250+-page manual is newly updated, revised, and in its third printing. It includes more than 100 crop profiles with crop-specific information on harvesting, cooling, storing, and packaging according to industry standards.

Farmer-Buyer Networking will be part of the day's events, coordinated by Renewing the Countryside. Farmers and potential wholesale buyers will have an opportunity to meet each other, learn about each other's interests in locally grown produce, and exchange contact information. These sessions will take place during the last hour and a half at each location. Farmers and buyers who want to attend just the networking session may attend that session only for free.

Workshop co-sponsors and collaborators include the Minnesota Institute for Sustainable Agriculture, FamilyFarmed.org, Renewing the Countryside, Riverwalk Market Fair, Crow River Chapter of the Sustainable Farming Association, Minnesota Farmers Market Association, the Northwest Regional Sustainable Development Partnership, and University of Minnesota Extension; with funding support from the USDA Risk Management Agency and the Minnesota Department of Agriculture Specialty Crop Block Grant. Cost to attend the workshop will be \$15 per person; refreshments and lunch will be provided. An online registration form and workshop brochures are on the MISA website at [www.misa.umn.edu](http://www.misa.umn.edu). You can also register with MISA by phone: 800-909-6472; or by email: [misamail@umn.edu](mailto:misamail@umn.edu).

For more information about these workshops, contact the MISA office, 800-909-6472 or [misamail@umn.edu](mailto:misamail@umn.edu)

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